



WHAT CAN I DO WITH A MAJOR IN...

DATA SCIENCE: MARKETING AND SUPPLY CHAIN ANALYTICS

Description of Major

A Bachelor of Science in Data Science with a concentration in Marketing and Supply Chain Analytics prepares students to solve data-driven business problems relating to marketing and supply chain management. Students will be equipped with data analytics skills to address tasks such as analyzing online social media content, planning advertising campaigns across multiple online channels, designing cutting edge products, and delivering products through complex global supply chains. For more information on this major, visit www.datascience.msstate.edu, stop by 133 Etheredge Hall, or call 662-325-3168.

Possible Job Titles*

Data Scientist	Market Research Analyst
Digital Marketing Professional	Pricing Analyst
Email Marketing and Automations Manager	Product Marketing Manager
Logistics Analyst	Retail Analytics Specialist
Marketing Analytics Engineer	Sales and Operations Planning Specialist
Marketing Automation and AI Specialist	Supply Chain Analyst
Marketing Data Analyst	Supply Chain Developer
Marketing Operations Specialist	

Possible Employers*

Academic Institutions	Hospitality and Tourism Companies
Automotive Industry	Logistics and Transportation Companies
Consulting Firms	Manufacturing and Production Companies
Consumer Goods Companies	Market Research Firms
Energy and Utilities Companies	Marketing and Advertising Agencies
Food and Beverage Industry	Nonprofit Organizations
Government and Public Sector	Retail and E-commerce Companies
Healthcare and Pharmaceutical Industries	Technology and Software Companies

Job Search Websites*

The following links are excellent resources on specific careers such as those listed above:

- **Connections:** <https://msstate-csm.symplicity.com/>
 - **Careershift** – Under “Resources” tab
 - **GoinGlobal** – Under “Resources” tab
- **LinkedIn:** <https://www.linkedin.com>
- **O-net:** <https://www.onetonline.org/>
- **USAJOBS:** <https://www.usajobs.gov/>

Campus Involvement*

The following links are excellent resources on how to get involved on the MSU campus:

- **Bulldog Mentor Program:** <https://bulldognetwork.msstate.edu/v2>
- **Cowbell Connect:** <https://msstate.campuslabs.com/engage/>
- **Student Research:** <https://www.datascience.msstate.edu/research/student-research>

*Note: These lists are not comprehensive.